

Digital Marketing Report

Impressions

How many ads were served:

11,964

Clicks

Times a user clicked on an ad

2,405

Click-Through Rate

(Clicks/Impressions) x 100

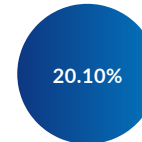
20.10%

Your Product Breakout by Impressions



PPC

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.

Spend Performance

Does not include management fee

PPC Ad Cost

Amount spent on the campaign

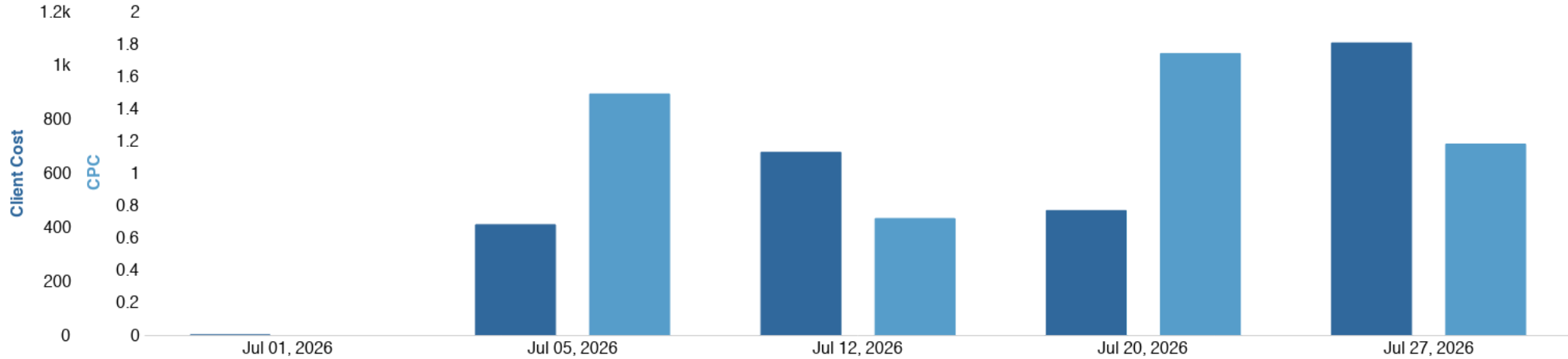
2,631.77

PPC Cost-Per-Click

Cost/Clicks

1.09

Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Piedmont Credit Union - Brand Dynamic PPC	7,687	1,629	21.19%	302.74
Piedmont Credit Union - Mortgages Dynamic PPC	2,358	441	18.70%	267.18
Piedmont Credit Union - Auto Dynamic PPC	1,919	335	17.46%	249.39

PPC Cost per Line Item

Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
Piedmont Credit Union - Brand Dynamic PPC	7,687	1,629	21.19%	1,123.49	0.69
Piedmont Credit Union - Mortgages Dynamic PPC	2,358	441	18.70%	833.33	1.89
Piedmont Credit Union - Auto Dynamic PPC	1,919	335	17.46%	674.95	2.01

Cost: Amount Spent on the PPC campaign. You are charged when a Click occurs on an ad.

Avg. CPC: The amount paid for your Ads divided by your total Clicks.

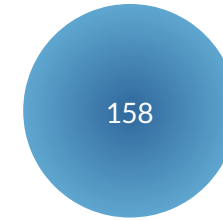
Note: Costs do not include management fee

Total PPC Conversions



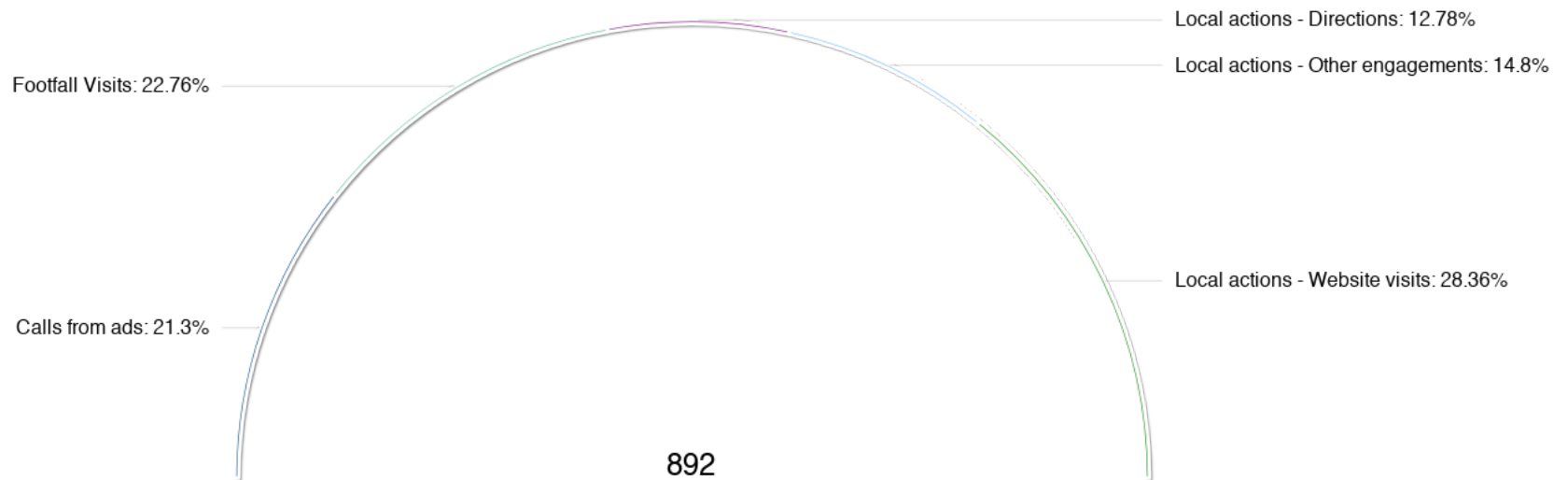
Times users clicked on an ad leading to your website and visited a page or completed an action

Phone Calls



Times users clicked on the phone number on your ad and completed a call

PPC Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads



"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

PPC Creative Performance

Ad Preview	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
More than banking. It's belonging with a credit union built around you. Join a member-owned credit union focused on helping you move forward financially.	7,687	1,629	21.19%	1,123.49	0.69
Finance your next new or used auto with us and save 0.25% APR with automatic payments. No hidden fees, no prepayment penalties, and financing up to 125%. Terms apply.	1,919	335	17.46%	674.95	2.01
Local Mortgage Help with Low Rates - Simple, Clear Home Loan Answers Fast Buying or Refinancing a Home? Get Fast, Stress-Free Mortgage Options Today	1,561	323	20.69%	536.80	1.66
From first homes to refinancing, we make mortgages clear, friendly and fluff free. Ask about our Liberty Loan: 4.75% APR fixed with terms up to 12 years. Terms apply.	797	118	14.81%	296.53	2.51

Grid contains more rows, but they have been clipped.

Top Dynamic Descriptions

Description	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
More than banking. It's belonging with a credit union built around you.	7,687	1,629	21.19%	1,123.49	0.69
Finance your next new or used auto with us and save 0.25% APR with automatic payments.	1,919	335	17.46%	674.95	2.01
Local Mortgage Help with Low Rates - Simple, Clear Home Loan Answers Fast	1,561	323	20.69%	536.80	1.66
From first homes to refinancing, we make mortgages clear, friendly and fluff free.	797	118	14.81%	296.53	2.51
Everyday checking designed to make managing your money simple and convenient.	0	0	-	0.00	-

Top Dynamic Landing Pages

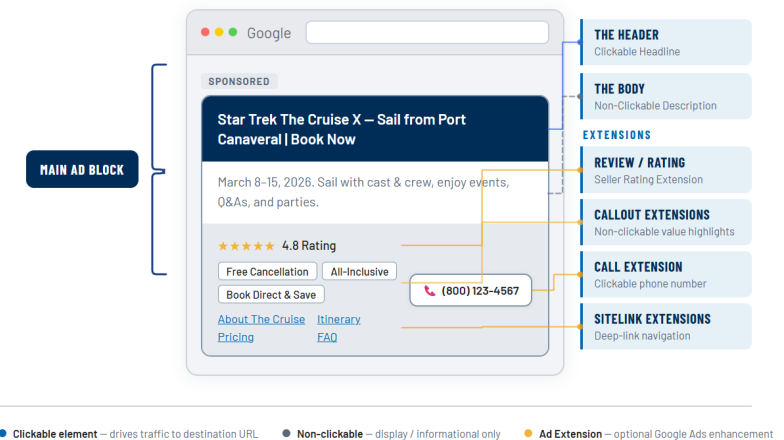
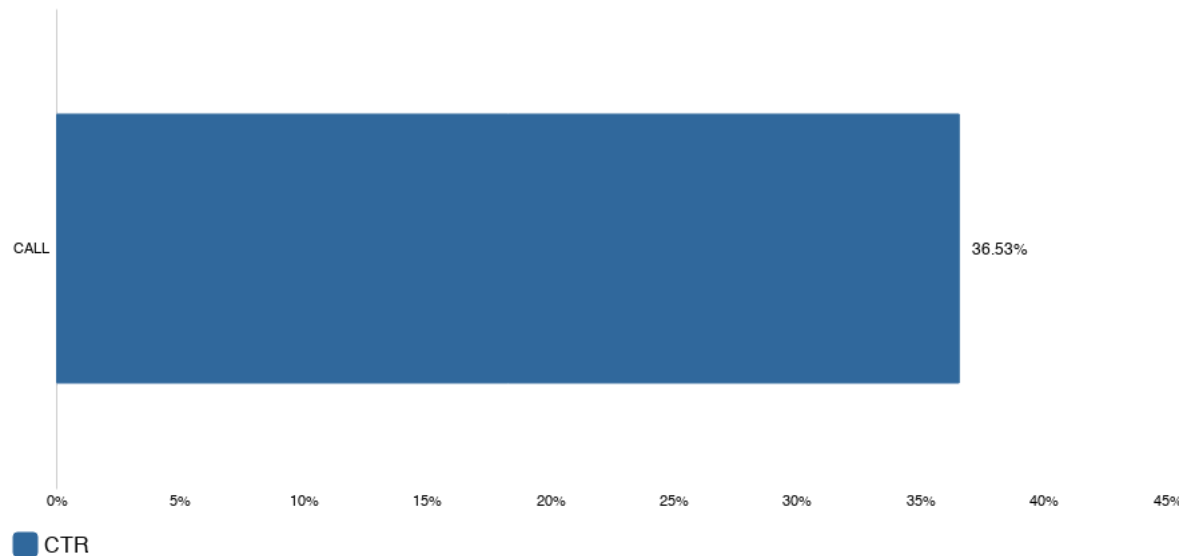
Expanded Final URL	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
https://www.pacu.com/personal/?gad_source=1&gad_campaignid=24014214173	3,688	851	23.07%	342.47	0.40
https://www.pacu.com/mortgages/?gad_source=1&gad_campaignid=24018583351	1,099	256	23.29%	264.55	1.03
https://www.pacu.com/auto-loans/?gad_source=1&gad_campaignid=24061394330	646	161	24.92%	192.65	1.20
https://www.pacu.com/personal/?gad_source=1&gad_campaignid=24014214173&gbraid=0AAAAAoZ3tGWJupEEzz-EZc9qubruCCXRK	72	34	47.22%	9.10	0.27
https://www.pacu.com/personal/?gad_source=1&gad_campaignid=24014214173&gbraid=0AAAAAoZ3tGWp6yUNzxcgPPbYHmgMAjbW1Y	106	30	28.30%	4.45	0.15

Top 5 Extension Performance

Extension Type	Extension	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
CALL	(800) 433-7228	3,978	1,453	36.53%	1,127.21	0.78

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Clicks, CTR, Cost, & Avg. CPC) for all extensions will appear much higher than the actual overall campaign totals.

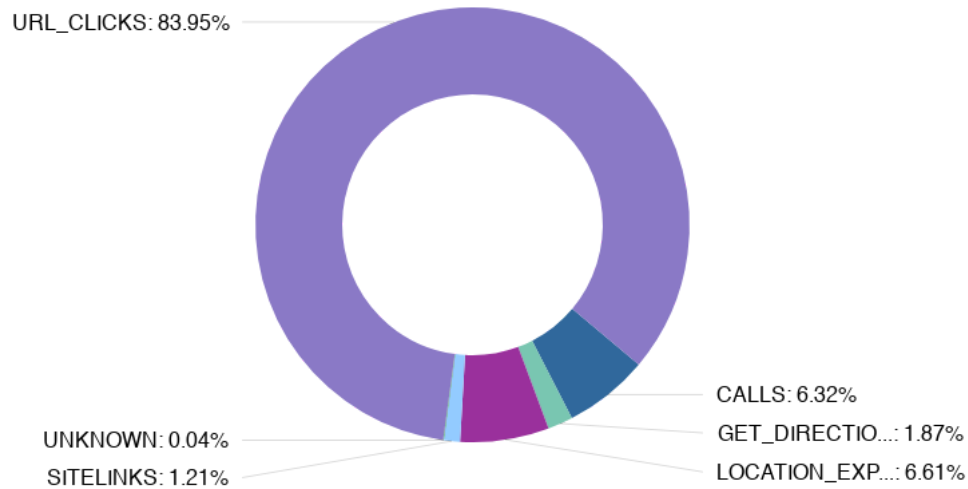
PPC Extension Type Performance



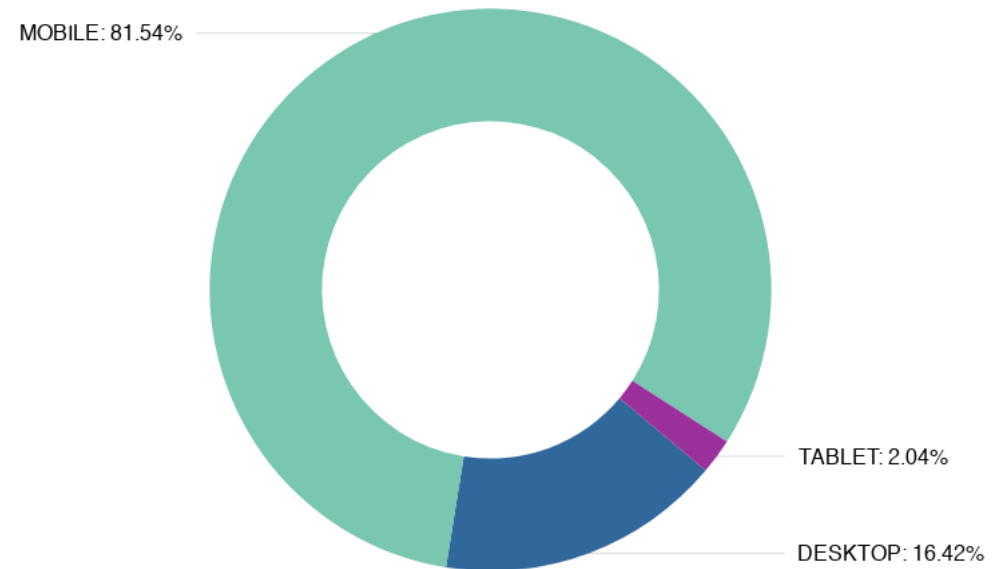
This report shows many times an ad was clicked that contained that extension, not how many people clicked on that specific extension itself.

Location Extensions are not currently available to be shown.

Click Type Performance



Device Performance



URL Click: When users click on the final URL in an ad.

Headline Click: Clicks on the ad's main headline, which also leads users to the main landing page.

Sitelink Click: When a user clicks on one of the sitelink extensions that links then directly to a specific page on your site.

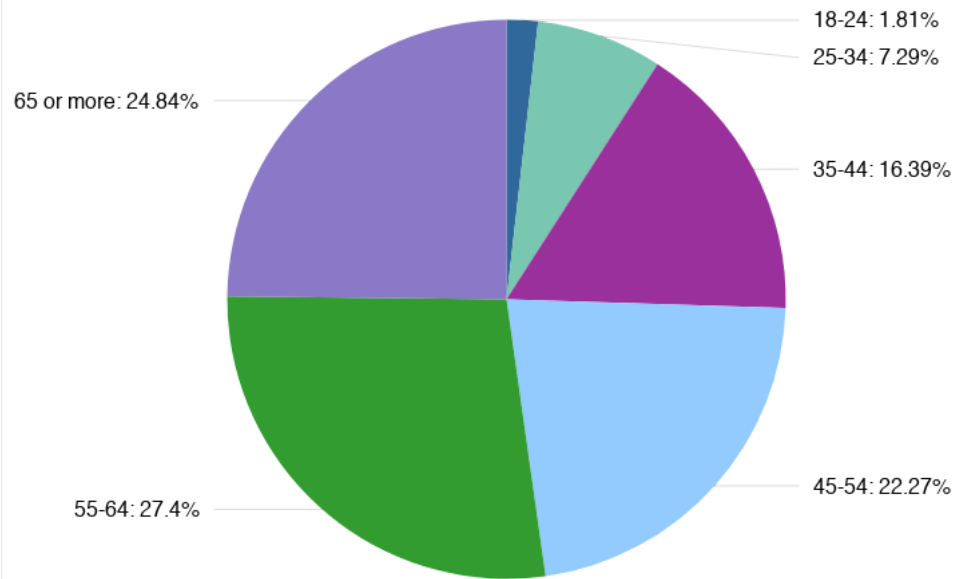
Get Location Details Click: When a user clicks in to expand the client's location in the Maps section of the search results list.

Phone Calls Click: When a user clicks to call your business (includes hang ups after the click - will be less than the completed calls reported in the Conversion section).

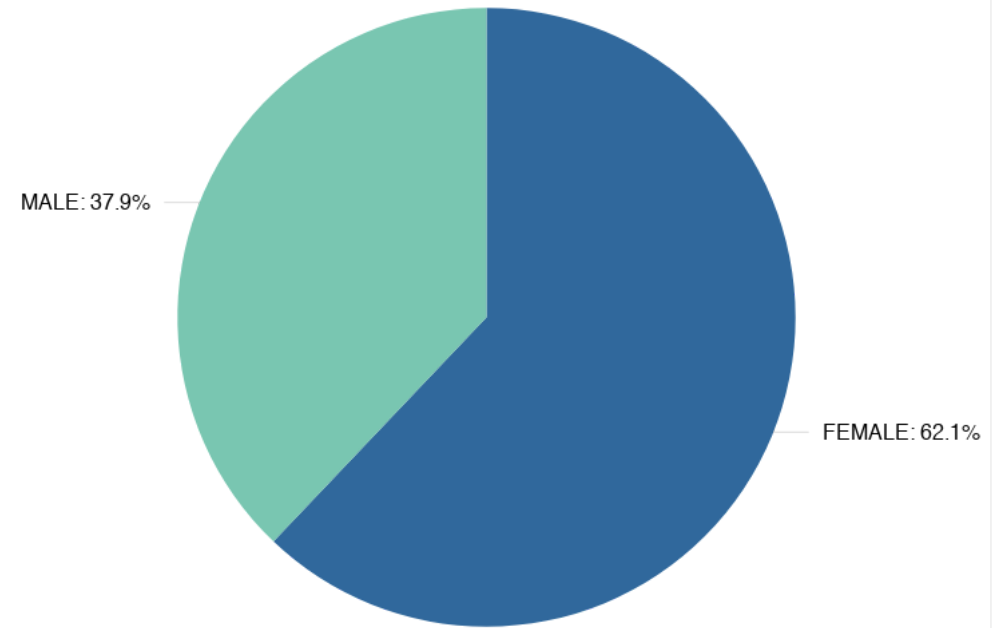
Driving Directions Click: When a user clicks on the "Get Directions" link within an ad.

Location Expansion: Clicks on ads shown to users near or interested in locations similar to those targeted in the campaign.

Click Engagement by Age



Click Engagement by Gender



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Top Search Term Performance

Search Term	Ad Group	Impressions	Clicks ↓	CTR	Cost	Avg. CPC
pacu	Piedmont Credit Union - Brand Dynamic PPC	1,141	578	50.66%	155.22	0.27
piedmont advantage credit union	Piedmont Credit Union - Brand Dynamic PPC	1,104	493	44.66%	162.44	0.33
piedmont advantage credit union	Piedmont Credit Union - Mortgages Dynamic PPC	505	156	30.89%	149.06	0.96
piedmont advantage credit union	Piedmont Credit Union - Auto Dynamic PPC	197	55	27.92%	61.75	1.12
pacu credit union	Piedmont Credit Union - Brand Dynamic PPC	113	54	47.79%	6.84	0.13
pacu	Piedmont Credit Union - Auto Dynamic PPC	122	48	39.34%	12.87	0.27
www pacu	Piedmont Credit Union - Mortgages Dynamic PPC	61	42	68.85%	22.50	0.54
pacu login	Piedmont Credit Union - Auto Dynamic PPC	94	41	43.62%	28.26	0.69
pacu	Piedmont Credit Union - Mortgages Dynamic PPC	139	36	25.90%	52.37	1.45
pacu com	Piedmont Credit Union - Brand Dynamic PPC	58	36	62.07%	8.42	0.23
piedmont credit union	Piedmont Credit Union - Brand Dynamic PPC	91	34	37.36%	21.87	0.64
www pacu	Piedmont Credit Union - Brand Dynamic PPC	68	34	50.00%	1.84	0.05
www pacu com	Piedmont Credit Union - Mortgages Dynamic PPC	45	30	66.67%	18.84	0.63
www pacu com	Piedmont Credit Union - Brand Dynamic PPC	48	29	60.42%	17.38	0.60
skylacreditunion	Piedmont Credit Union - Brand Dynamic PPC	1,023	26	2.54%	90.62	3.49

Grid contains more rows, but they have been clipped.

Call Reporting Details

Ad Group	Start Time ↑	End Time	Duration (seconds)	Status	Call Tracking DisplayLocation	Caller Area Code	Call Type	Calls Count
Piedmont Credit Union - Mortgages Dynamic PPC	Jul 01, 2026 8:40 AM	Jul 01, 2026 8:51 AM	643	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Mortgages Dynamic PPC	Jul 09, 2026 9:57 AM	Jul 09, 2026 9:58 AM	68	RECEIVED	AD	704	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 9:58 AM	Jul 09, 2026 10:03 AM	304	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 10:21 AM	Jul 09, 2026 10:36 AM	862	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 10:24 AM	Jul 09, 2026 10:34 AM	615	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 10:41 AM	Jul 09, 2026 11:16 AM	2,152	RECEIVED	AD	704	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 11:49 AM	Jul 09, 2026 11:54 AM	337	RECEIVED	AD	336	HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Brand Dynamic PPC	Jul 09, 2026 1:50 PM	Jul 09, 2026 1:50 PM	8	RECEIVED	AD		HIGH_END_MOBILE_SEARCH	1
Piedmont Credit Union - Mortgages Dynamic PPC	Jul 10, 2026 8:53 AM	Jul 10, 2026 8:55 AM	86	RECEIVED	AD	743	HIGH_END_MOBILE_SEARCH	1

"Calls Count" is the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.